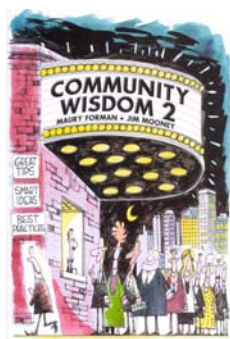


Publications

The Washington State Department of Community Trade and Economic Development Department's Education and Training program is responsible for the publication of many how-to practical guides in economic development. The state has received national attention for its award winning publications that assist the practitioner in their understanding of how best to deliver services to a community.



COMMUNITY WISDOM 2

Community Wisdom 1 was the fastest selling economic development book in the country and now by popular demand, this second edition provides more clever quips and ideas that help practitioners and decision makers understand what success means in economic development.

Published: 2003

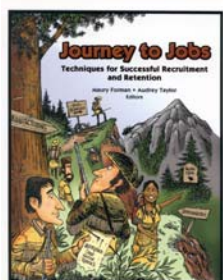
Cost: \$10



THE TEN COMMANDMENTS OF ECONOMIC DEVELOPMENT

This small 10-page book may not have been brought down from the mountain but it does give a community words to live by if they want to be successful in their economic development program. The 2003 Pulitzer Prize winning Editorial Cartoonist, David Horsey, illustrates the 10 Commandments. So even if you don't like the commandments, you can't help but smile at the cartoons.

Published: 2003 **SOLD OUT**

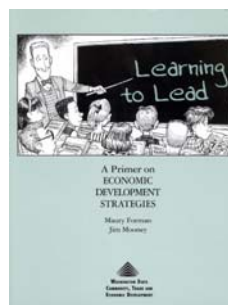


JOURNEY TO JOBS: TECHNIQUES FOR SUCCESSFUL RECRUITMENT AND RETENTION

Provides practical advice from some of the leading site selectors and practitioners in the country. It begins by discussing the assessment of a community and works its way through specific activities such as site development, targeting, marketing, due diligence, and economic impact analysis.

Published: 2002

SOLD OUT



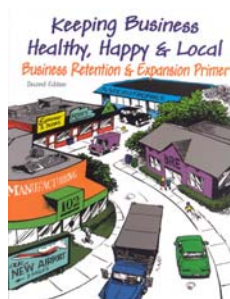
LEARNING TO LEAD: A PRIMER ON ECONOMIC DEVELOPMENT STRATEGIES

Provides a general overview of the major issues related to economic development. The intent of the book is to help decision-makers make informed choices regarding their community strategies.

Third printing.

Published: 1999

Cost: \$25

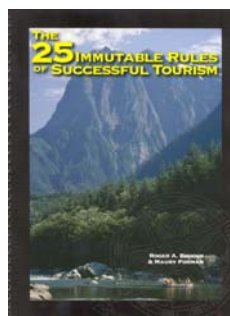


KEEPING BUSINESS HEALTHY, HAPPY AND LOCAL: BUSINESS RETENTION AND EXPANSION PRIMER

This second edition of the popular 1998 publication has not only new information on partnerships, early warning, surveys and BRE strategies but also two new chapters on workforce and telecommunications. It includes tools, ideas, and checklists that will assist practitioners in expanding and retaining jobs.

Published: 2002

Cost: \$35



THE 25 IMMUTABLE RULES FOR SUCCESSFUL TOURISM

The title says it all as this beautiful color book tells what communities need to do in order to have a successful tourism program. From "Success Begins with a Good Architect" to "Parking is Not Just For Lovers" to "Sell the Rapids, Not the River". This book is a must for practitioners in economic development.

Published 2003

Cost: \$20

For information on how to purchase one of these books, please contact Linda Alongi at LindaA@cted.wa.gov or by phone at (360) 725-4031.